

REGINA ROMERO

Tucson City Council - Ward I

Westside : Southside : Downtown

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A MESSAGE FROM COUNCILOR ROMERO

JANUARY 2010

Dear Friends and Neighbors,

It never crossed my mind when I first ran for office in 2007 that our City, State and Nation would be faced with such incredible financial challenges. For the first time in 30 years our City has had to lay off employees, force unpaid work days for multiple years and slash funds for needed partners including tourism and economic development groups, arts and culture and social services. Please know I take my responsibility seriously and will continue to look for creative ways to keep moving Tucson forward in this crisis facing our city and country.

Most of Tucson's funding comes from local and state-shared sales taxes, and those have shrunk dramatically. Please see the most recent update from the League of Cities and Towns for the latest state funding: <http://www.azleague.org/bulletin/10/100122/print.cfm>

I feel hopeful that our employee unions will continue to work together to help resolve the deficit. Police and fire unions are taking furlough days the same as other city employees this year, and they agreed to pay more for pension costs. I cut \$45,000 from my Ward 1 budget last year and I'll take another 15 percent cut for 2011. We can't replace one employee who left earlier this year. Seventy percent of the budget is people, so finding a way to reduce the budget while maintaining jobs is critical. I'm proud of the many employees who have told me they would rather take a cut than see their colleagues (or themselves) out of a job.

The birth of my daughter has given me some needed time with family and has helped me focus on what I believe makes Tucson a special place to live. I will continue to be a positive voice because I love Tucson, its people and I know we can weather this storm together. We are resilient.

I have always promised to support working families and those living on fixed incomes, including the elderly and children. That's why I am focusing on economic development strategies in partnership with the county and federal government. Our region just received \$22 million from Housing and Urban Development. It will keep local contractors working, fixing up foreclosed homes so non-profits can help people stay in their homes and find families for new home ownership, stabilizing many urban neighborhoods.

On a lighter note, the tents are going up and the traffic is increasing... it must be time to welcome local and international visitors for the world-famous Tucson Gem, Mineral and Fossil show—January 30 to February 14. I am pleased to report that despite the naysayers, more than 40 shows will open for this tremendous \$100 million economic driver. Hoteliers are pleased with their bookings, so we just need to get shopping. I always attend the River Park Inn shows, located south of Congress on the I-10 frontage rd and . The Marriott Star Pass show is new to the public this year. Visit <http://www.visittucson.org/> for more information.

Tucson was featured January 3 in the New York Times Travel section, with photographs of their 36-hour adventure. You will recognize many of Tucson's gems. Check it out here <http://travel.nytimes.com/2010/01/03/travel/03hours.html>

Thank you again for offering ideas for solutions.

In Community

Regina Romero

DON'T MISS IT!

Local First Arizona is bringing renowned NY economist Michael Shuman, Author of *The Small-Mart Revolution* to Tucson for a free Discussion on Localism to benefit small businesses

Tuesday, February 2, 2010

6:30 - 7:30 p.m.

Santa Rita Room

University of Arizona Student Union

P.S. Water conservation is an important priority for Tucson residents, and local artists and activists are doing something about it! Don't miss The Water Project Festival March 26-28 and join the brainstorm sessions.

Visit <http://waterprojectfestival.org/>

OUR COMMUNITY

WARD 1 & WESTSIDE COMMUNITY HONORS PASSING OF LOCAL MERCHANT

Vice Mayor Romero and staff are saddened to note the passing of 99 year-old Frank M. Pesqueira Sr., founder of the local landmark Grande Tortilla Factory. Mr. Pesqueira passed away November 9, 2009. Surviving family members include daughters Armida, Margaret and Martha, sons Art and Frank Jr., 19 grandchildren, 34 great-grandchildren, and one great-great-grandchild.

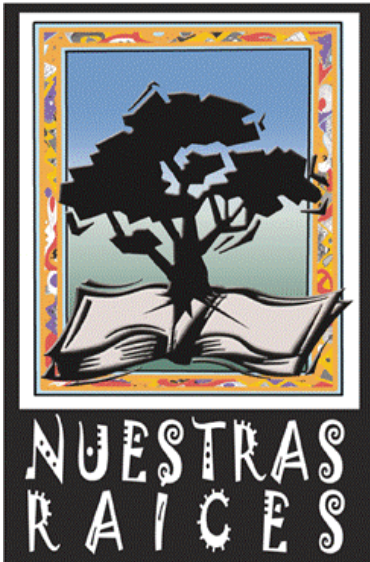
Mr. Pesqueira was featured in a mural created by local youth in Tucson Parks and Recreation's Arts in Reality program. The mural received a grant from Ward 1 in conjunction with Every Voice in Action Youth Funders program. Instructors Ruth Marblestone and Rocky Martinez led the youth crew in classes to teach youth about the history and culture of Ward 1. It is located on the north wall of Tucson Water's administrative offices.

Frank and his wife Armida, who has also passed, were well known throughout Southern Arizona as purveyors of authentic Sonoran-style Mexican food products. The Pesqueira's were also strong supporters of community organizations, helping out schools; youth sports leagues and charities whenever possible. The family came to the difficult decision in 2009 to close Grande Tortilla Factory after more than sixty years in business.

Mr. Pesqueira was posthumously honored by City Councilor Romero at a December Mayor and Council meeting. His family was given a copper plaque, and was recognized by Mayor and Council for his contribution to the community.



Frank M. Pesqueira Sr. August, 2009.



The Nuestras Raíces Literary Arts Festival celebrates Mexican American literature, arts and culture and hosts year-round events.

<http://www.library.pima.gov/spotlight/nuestras/>

- **February 14, 2010**
2/14-3/10: Mexican American Art at the Joel D. Valdez Main Library. Partnership with Raíces Taller, Museum School for the Visual Arts, Arizona History Museum, and the Tucson Museum of Art, displaying its collection of Mexican and Mexican-American artifacts.

VIVA DAVID TINEO! TUCSON MUSEUM OF ART FEBRUARY 7 TO JULY 3, 2010

Throughout 30 years of his prolific career, David Tineo has remained committed to preserving and celebrating Mexican-American culture. This show features some of his best, from 1970s to today.

www.tucsonmuseumofart.org



Chocolate to Die For... Feb. 13, 11 a.m. to 4 p.m. Presidio de San Augustin

Sample the many tastes of chocolate from local restaurants including *El Charro*, *La Cocina*, *La Indita*, *El Minuto* and *Real Bakery*. Tickets are \$5 for three tastings. Purchase chocolates and baked goods for your Valentine's Day Sweetheart. Take the El Presidio Historic District Walking Tour—Tickets \$15. Performances by El Mariachi Corazon de Tucson. Fun for the whole family. Entrance to the Presidio is free! Located Downtown at 133 W. Washington, corner of Church and Washington Streets.

Be a voice for small business!

Interested in serving on the City of Tucson Small Business Commission? We'd love to get your ideas and expertise!

Please send your resume and/or letter of interest to Diana.rhoades@tucsonaz.gov or call 837-4263.

Be a voice for historic properties!

Interested in serving on the Tucson-Pima County Historical Commission? One vacancy is available.

Please send your resume and/or letter of interest to Diana.rhoades@tucsonaz.gov or call 837-4263.

IN ACTION

BACK TO BASICS FUNDS CREATE JOBS AND HELP WARD 1 HOMEOWNERS

Councilor Romero received many thank-you notes from families in Ward 1 benefiting from \$150,000 in Back to Basics Funds. Ward 1 partnered with Old Pueblo Community Foundation and local contractors to provide low-to-moderate income families and Seniors needed health and safety repairs for their homes. To date, eight homes in Menlo Park, Barrio San Augustin, Barrio Anita, El Rio Acres and Enchanted Hills have had rehab activities completed, with plans for at least 10 more homes in the Westside, Northwest, Southside and Downtown neighborhoods. If you are interested in the program, please contact ward1@tucsonaz.gov or call 791-4040 for more information. Please mention Back to Basics Home Funds.



A home in Ward I that has received assistance.



12 MINUTES FOR TUCSON!

Ward 1 council aides Lane Santa Cruz and Diana Rhoades joined thousands across the city to take 12 minutes to clean up Tucson. Join us February 12 and every 12th day of the month at 12 noon to spend 12 minutes im-

proving our City.

If you participated this year and want to include your photos from your event, please send picture and caption to tucsonmakeover@tucsonaz.gov.

REVITALIZE ST. MARY'S ROAD

Thanks to the hard work of the Westside Coalition, The University of Arizona Planning Degree Program is holding a public meeting to chart future improvements for St. Mary's. Join us **Monday, February 22, 2010, 6 pm** at St. Mary's Hospital, 1601 W. St. Mary's Road, Heritage Room, Sixth Floor. Park in St. Mary's parking lot. UA Students will present existing conditions as the first of two public meetings. For additional information, please visit the Westside Coalition Weed and Seed blog: www.westsidestmarys.wordpress.com.



PULL TOGETHER NOW TO BEAT BACK BUFFELGRASS at "A" MOUNTAIN

The 3rd annual Beat Back Buffelgrass Day is a county-wide day of service volunteer project led by the Southern Arizona Buffelgrass Coordination Center. Tucson City Councilor Regina Romero has partnered with Southwest Conservation Corps, Davis Monthan AFB, University of Arizona and Manzo Elementary to have a pulling event at Sentinel Peak Park.

Saturday, February 6, 2010, 8 a.m. to 11 a.m.

A Mountain/Sentinel Peak Park

Directions: From 1-10, go West on Congress Street almost to the end, where it intersects with Silverbell and a hill, turn south (left) on Cuesta and head up the mountain to the top parking lot. Learn how to safely remove buffelgrass and battle this invasive species that threatens our public and private lands. Learn about the nature, history and culture of the area and plans to improve A Mountain/ Sentinel Peak Park. We will have water and snacks for volunteers but volunteers are asked to bring gloves and any tools they may have for battling buffelgrass. The most common tool is the large metal bars or picks but a shovel will work, too.

You can sign up to volunteer online at www.buffelgrass.org. Or contact Ward 1 at 837-4263, Ward1@tucsonaz.gov

WESTSIDE DEVELOPMENT CREATES JOBS AND ECONOMIC RECOVERY

Councilor Romero came into office after Rio Nuevo projects were finalized. One necessary, smart investment was the remediation of an old landfill to prepare 60 acres of vacant land for future development on Tucson's Westside. This action not only doubles the size of downtown but it represents an opportunity to create hundreds of short and long term jobs, generate construction and retail sales tax to aid economic recovery and, above all, become an exciting urban environment for all Tucsonans to enjoy. Development agreements with Gadsden Company and Rio Development are complete but will only be fully realized with the timely completion of public-sector infrastructure including the Modern Streetcar, the Cushing Street bridge over the Santa Cruz River and the Tucson Origins Heritage Park to respect Tucson's rich history and culture. Councilor Romero is working to convene a meeting with the city manager and interested partners and stakeholders to summarize the latest information and to forge a path toward economic recovery. Needs include a technical assessment of what vacant land is currently unprogrammed and what costs remain to make it fully developable. Romero wants to program the land in a way that respects the expectations of nearby neighborhoods, homebuilders and partners and leverages private investment that creates jobs.

ROMERO PROMOTES FAMILY-FRIENDLY BIKE AND PEDESTRIAN SAFETY

Councilor Romero hosted and rode on a City Cycle to Tucson's BikeFest event in Ward 1 last April and we're gearing up for more activities this Spring. Please mark your calendar for the 1st Annual Ciclovía Tucson Family Friendly bike event. The date is April 18 from 10 a.m. to noon. More details to be announced soon as part of BikeFest and Ride your Bike to Work Week in April. And don't miss the 2nd Annual art bike ride with Ward 1 and Downtown Tucson Partnership Staff April 9, leaving from the Tucson Museum of Art.

Want to learn about how to ride safely and receive a free helmet, or a headlight or a bike lock? Ward 1 hosts bicycle safety classes sponsored by Pima County and the City of Tucson and taught by League of American Bicyclists Instructors. Riders, whether young or old, are welcome. It's a great entry course for new riders or those who would like to refresh their skills. Classes like *Street Savvy*, *Confidence and Safety* focus on teaching students how to safely operate a bicycle in a variety of situations. For more information call 243-BIKE (2453) or <http://www.bikeped.pima.gov/allsafetyclasses.html>



WESTSIDE, SOUTHSIDE NEIGHBORHOODS IN THE NEWS

The **Sunnyside Neighborhood** has been selected as the City's second Literacy for Life Zone. An official kickoff party is scheduled tentatively for March 20th at Mission Manor Park. The effort is a pilot program for the Literacy for Life Coalition, a collaborative of neighbors and agencies organized to achieve the goal of 100% literacy through 100% community engagement. The first Literacy Zone is the Kino Corridor.

The Sunnyside Neighborhood will work with Literacy for Life and Sunnyside Unified School District to promote reading. Says Beki Quintero, President of the Sunnyside Neighborhood Association, "We

are thrilled that our neighborhood was selected as a Literacy for Life Zone. We are excited to work with our partners to increase literacy among our residents and bring needed resources to our neighborhood. It is a win-win situation." Contact Beki at 404-5805 for more information.

Ward 1 Promotes Green Spaces

Councilor Romero spent the last of the Ward 1 Back to Basics grant money for mini-grants to neighborhoods and groups. The "**A**" **Mountain Neighborhood** is planting native trees south of Starr Pass and West of Mission on San Juan, from La Cholla to Vista Del Pueblo Park. Cholla

High School students will join volunteers to plant and maintain the area.

The **Silvercroft Neighborhood** used Ward 1 funds to leverage a Pro-Nighborhoods grant to soon create a mini-pocket park north of Speedway and east of Silverbell in an empty lot at the corner of Chiracahua and Lester.

The **Brichta Neighborhood**, along with the Citizens to Restore Our Wash and Neighborhood received a Ward 1 grant to secure the beautiful Anklam Wash located West of Silverbell and north of Speedway. They also adopted the Wash to keep it free from illegal dumping and misuse by illegal ATV activity.

United States
**Census
2010**

IT'S IN OUR HANDS

CENSUS TIME IS COMING– FACTS YOU NEED TO KNOW!

What: The census is a count of everyone residing in the United States.

Who: All U.S. residents must be counted—both citizens and non citizens.

When: You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery.

Why: The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.

How: Households should complete and mail back their questionnaires. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

A Complete Count: The Importance of Census Data

Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data. Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities. Census data determine boundaries for state and local legislative and congressional districts.

2010 Census Questionnaire: Easy, Important and Safe

With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household. By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities.